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Home Appliance NewsLine

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THIRD-BEST MARCH

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major home appliance industry showed renewed strength in March as shipments jumped 16.1% over one year ago to surpass 4.3 million units, reports the Association of Home Appliance Manufacturers (AHAM).

Up nearly 600,000 units over the comparable 1991 period, appliance shipments reached the third-highest level in history for March.

Eleven of the 12 product categories contributed to the excellent month by surpassing their 1991 March levels, with eight achieving double-digit gains. Of the eleven, five product categories deserve special mention.

- **Refrigerators, automatic washers, dryers** and **dehumidifiers** set all-time March records. Refrigerators (614,000 units) were up 15.2%; automatic washers (602,100 units), up 18.8%; dryers (434,800 units), up 26.5%; and dehumidifiers (131,300 units) up 15.9%.
- Electric **ranges** (300,100 units) achieved their second-best March level ever, while the monthly shipment of gas ranges (207,600 units) was the highest March shipment of that product since 1973. Shipments increased 8.4% for electric ranges and 7.5% for gas ranges.

"Obviously, the March gains are good news for the appliance industry," observed Robert L. Holding, AHAM president. "It's not clear, though, whether the gains represent the beginning of the long-awaited economic recovery or a good month in an up-and-down year."

"Certainly, the year-to-year comparison is exaggerated somewhat by last year's Gulf War period, but two strong months in a row is a very hopeful sign."

In addition to robust shipments in February and March, optimism is fueled also by the fact that first-quarter shipments were up 6.1% to over 11 million units.

Shipments in 1992 are expected to increase 2.9% to 44.6 million units, according to the latest industry forecast.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
March, 1992

	MARCH			CALENDAR YEAR TO DATE		
	1992	1991	% Change	1992	1991	% Change
ALL MAJOR APPLIANCES**	**4,314.6**	**3,717.3**	**16.1%**	**11,065.5**	**10,426.7**	**6.1%**
COOKING - TOTAL	**1,188.8**	**973.8**	**22.1%**	**3,424.0**	**3,057.4**	**12.0%**
ELECTRIC RANGES - TOTAL	300.1	276.9	8.4%	804.1	781.5	2.9%
Free Standing	208.4	192.9	8.0%	557.3	541.5	2.9%
Built-In	50.1	46.0	8.9%	140.5	137.3	2.3%
Surface Cooking Units	41.7	38.1	9.4%	106.3	102.6	3.6%
GAS RANGES - TOTAL	207.6	193.1	7.5%	575.7	542.6	6.1%
Free Standing	173.1	159.6	8.5%	478.6	455.5	5.1%
Built-In	7.9	8.4	-6.0%	22.5	22.7	-0.9%
Surface Cooking Units	26.6	25.2	5.6%	74.6	64.4	15.8%
MICROWAVE OVENS/RANGES***	688.8	511.4	34.7%	2,065.9	1,756.6	17.6%
HOME LAUNDRY - TOTAL	**1,036.9**	**850.6**	**21.9%**	**2,793.3**	**2,652.9**	**5.3%**
AUTOMATIC WASHERS	602.1	506.8	18.8%	1,616.6	1,547.7	4.5%
DRYERS - TOTAL	434.8	343.8	26.5%	1,176.7	1,105.3	6.5%
Electric	327.3	267.2	22.5%	889.7	851.8	4.4%
Gas	107.4	76.6	40.2%	286.9	253.4	13.2%
KITCHEN CLEAN UP - TOTAL	**692.0**	**649.8**	**6.5%**	**1,893.4**	**1,920.3**	**-1.4%**
DISPOSERS	349.8	362.5	-3.5%	992.6	1,033.1	-3.9%
DISHWASHERS - TOTAL	331.2	277.9	19.2%	871.1	855.0	1.9%
Built-In	314.1	263.7	19.1%	823.7	800.1	2.9%
Portable	17.1	14.2	20.4%	47.4	54.9	-13.7%
COMPACTORS	10.9	9.5	14.7%	29.7	32.1	-7.5%
FOOD PRESERVATION - TOTAL	**742.4**	**633.3**	**17.2%**	**1,866.2**	**1,719.6**	**8.5%**
REFRIGERATORS	614.0	533.2	15.2%	1,557.1	1,450.2	7.4%
FREEZERS - TOTAL	128.4	100.1	28.3%	309.1	269.4	14.7%
Chest	77.5	55.8	38.9%	176.7	145.7	21.3%
Upright	50.8	44.3	14.7%	132.4	123.8	6.9%
HOME COMFORT - TOTAL	**654.6**	**609.8**	**7.3%**	**1,088.7**	**1,076.4**	**1.1%**
ROOM AIR CONDITIONERS	523.3	496.5	5.4%	853.0	840.4	1.5%
DEHUMIDIFIERS	131.3	113.3	15.9%	235.6	236.0	-0.2%

* Includes shipments for the U.S. market whether imported or domestically produced, and export shipments
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.

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TRENDS AND FORECASTS
INDUSTRY SHIPMENTS OF MAJOR APPLIANCES*, THOUSANDS OF UNITS

PRODUCT	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992**	1993**
Cooking - Total	7,598	10,429	14,099	16,404	18,091	18,586	16,973	16,378	13,862	12,852	13,198	13,487
ELECTRIC RANGES - TOTAL	2,331	3,132	3,456	3,551	3,741	3,841	3,708	3,529	3,444	3,309	3,394	3,515
Free Standing	1,619	2,190	2,496	2,568	2,721	2,691	2,566	2,401	2,358	2,332	2,384	2,465
Built-In	417	563	577	574	598	655	635	648	632	568	594	624
Surface Cooking Units	295	378	382	409	423	495	506	480	455	409	417	426
GAS RANGES - TOTAL	1,368	1,573	1,732	1,814	2,090	2,319	2,457	2,414	2,429	2,401	2,453	2,518
Free-Standing#	1,289	1,477	1,626	1,694	1,826	2,022	2,101	2,055	2,061	2,041	2,084	2,126
Built-In#	79	96	106	120	114	120	127	112	106	92	98	105
Surface Cooking Units		Data not available			150	176	230	247	262	268	272	287
MICROWAVE OVEN/RANGES	4,071	5,933	9,132	10,883	12,444	12,610	10,988	10,598	8,126	7,234	7,441	7,548
Home Laundry - Total	6,746	7,910	8,733	9,192	10,009	10,635	10,791	10,825	10,512	10,510	10,720	11,037
WASHERS - TOTAL	4,019	4,616	5,049	5,279	5,765	5,998	6,190	6,252	6,192	6,197	6,342	6,539
Automatic	3,955	4,546	5,049	5,279	5,765	5,998	6,190	6,252	6,192	6,197	6,342	6,539
Wringer & Other	64	69		Series discontinued								
DRYERS - TOTAL	2,727	3,294	3,684	3,914	4,245	4,637	4,601	4,574	4,320	4,313	4,377	4,498
Electric	2,143	2,622	2,931	3,080	3,309	3,600	3,554	3,522	3,318	3,295	3,346	3,421
Gas	584	672	754	834	936	1,037	1,047	1,052	1,002	1,018	1,031	1,077
Kitchen Clean Up - Total	5,098	6,822	7,758	7,858	8,381	8,696	8,383	8,244	7,959	7,702	7,906	8,368
DISPOSERS	2,780	3,544	4,085	4,105	4,269	4,438	4,233	4,363	4,137	4,002	4,146	4,400
DISHWASHERS - TOTAL	2,170	3,121	3,491	3,575	3,918	4,032	3,907	3,668	3,637	3,571	3,619	3,816
Built-In	1,956	2,859	3,245	3,327	3,663	3,763	3,647	3,456	3,419	3,360	3,412	3,604
Portable	214	262	246	248	255	269	260	213	218	211	208	213
COMPACTORS	148	157	182	177	194	226	243	213	185	129	141	152
Food Preservation - Total	5,704	6,818	7,275	7,316	7,733	8,232	8,576	8,317	8,397	8,687	8,800	9,007
REFRIGERATORS##	4,364	5,477	5,994	6,081	6,510	6,972	7,227	7,099	7,101	7,273	7,405	7,620
FREEZERS - TOTAL	1,340	1,341	1,281	1,236	1,222	1,260	1,349	1,219	1,296	1,414	1,395	1,388
Chest	726	702	650	634	661	692	727	677	723	794	780	777
Upright	614	639	631	602	561	567	622	541	573	620	616	611
Home Comfort - Total	3,201	2,439	3,694	3,610	3,371	4,503	5,310	5,696	4,892	3,647	4,065	4,272
ROOM AIR CONDITIONERS	2,761	2,002	3,103	3,022	2,816	3,798	4,637	5,091	4,150	2,807	3,300	3,508
DEHUMIDIFIERS	440	437	591	588	555	704	673	605	743	840	765	765
All Major Appliances	28,346	34,417	41,558	44,020	47,585	50,652	50,033	49,461	45,623	43,398	44,688	46,171

* Includes shipments for the U.S. market whether imported or domestically produced, and export shipments.
** Forecasts as of February, 1992.
# Drop-in gas range data included in free-standing total for 1982 through 1984; thereafter drop-in gas range data included in built-in total.
Includes units of 6.5 cu. ft. and over.

Total industry shipments may not add due to rounding and overlapping categories.

4/2/92